



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

American Rambler Productions
138 Conant Street
Beverly, MA 01915

Contract # 338426

Schedule Dates	10/24/12-10/30/12	Date Entered	10/23/12
Advertiser	Mitt Romney for President (5341)	Last Modified	10/23/12
Agency	American Rambler Productions (5998)	Entered By	Jill Hipskind
Product	Political - Federal Candidate (1067)	CD-OP	No
Brand	350 PRES (140386)	Headline #	06390941
Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	KINCAID,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	350	Commission	\$13,263.75
Account Types	National/Political	Net Total	\$75,161.25
Billing Type	Standard	Sales Tax	

Comments: ROMNEY FOR PRESIDENT
***** THIS IS A CASH IN ADVANCE SCHEDULE *****,

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Oct. 2012	63	\$55,875.00
Nov. 2012	34	\$32,550.00
Grand Total:	97	\$88,425.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	6A- 6:30A (EST)	1	1	1						2	\$1,175.00	\$2,350.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
2.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6A- 6:30A (EST)				1	1	1			3	\$1,175.00	\$3,525.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
3.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	7A- 8A (EST)	2	2							4	\$1,075.00	\$4,300.00	Charlotte (WSOC)	2X MAX/DAV	10/23/12
4.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	7A- 8A (EST)				2	2	2			6	\$1,075.00	\$6,450.00	Charlotte (WSOC)	2X MAX/DAV	10/23/12
5.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	8A- 9A (EST)	2	2							4	\$975.00	\$3,900.00	Charlotte (WSOC)	2X MAX/DAV	10/23/12
6.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	8A- 9A (EST)				2	2	2			6	\$975.00	\$5,850.00	Charlotte (WSOC)	2X MAX/DAV	10/23/12
7.0	Normal Line / Spot	10/29/12-10/30/12	5	:30	9A- 10A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
8.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	9A- 10A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
9.0	Normal Line / Spot	10/29/12-10/30/12	5	:30	10A- 11A (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
10.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	10A- 11A (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
11.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	10:58A- 12P (EST)	1	1							2	\$675.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
12.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	10:58A- 12P (EST)				1	1	1			3	\$675.00	\$2,025.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
13.0	Normal Line / Spot	10/29/12-10/30/12	5	:30	12P- 1P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
14.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	12P- 1P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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Salesperson	Telerep/Philadelphia, Philadelphia (1057)	Demo	
Sales Office	Telerep/Philadelphia	Order Type	Normal
Buyer Name	KINCAID,STEPHANIE	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	350	Commission	\$13,263.75
Account Types	National/Political	Net Total	\$75,161.25
Billing Type	Standard	Sales Tax	

Comments
ROMNEY FOR PRESIDENT
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	10/29/12-10/30/12	5	:30	1P-2P (EST)	1	1							2	\$375.00	\$750.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
16.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	1P-2P (EST)				1	1	1			3	\$375.00	\$1,125.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
17.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	5P-5:30P (EST)	1	1							2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
18.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	5P-5:30P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
19.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	5:30P-6P (EST)	1	1							2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
20.0	Normal Line / Spot	10/24/12-10/25/12	4	:30	5:30P-6P (EST)				1	1				2	\$1,300.00	\$2,600.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
21.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	6P-6:30P (EST)	1	1							2	\$1,500.00	\$3,000.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
22.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	6P-6:30P (EST)				1	1	1			3	\$1,500.00	\$4,500.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
23.0	Normal Line / Spot	10/29/12-10/30/12	3	:30	6:58P-7:30P (EST)	1	1							2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
24.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	7P-7:30P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
25.0	Normal Line / Spot	10/29/12-10/30/12	3	:30	7:27P-ENTERTAINMENT TONIGHT	1	1							2	\$1,600.00	\$3,200.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
26.0	Normal Line / Spot	10/24/12-10/26/12	3	:30	7:30P-7:56P (EST)				1	1	1			3	\$1,600.00	\$4,800.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12
27.0	Normal Line / Spot	10/29/12-10/30/12	4	:30	11P-11:35P (EST)	1	1							2	\$1,200.00	\$2,400.00	Charlotte (WSOC)	1X MAX/DAY	10/23/12

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28.0	Normal Line / Spot	10/24/12-10/26/12	4	:30	11P-11:35P (EST)				1	1	1			3	\$1,200.00	\$3,600.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
29.0	Normal Line / Spot	10/29/12-10/30/12	5	:30	5:30A-6A (EST)		1	1						2	\$425.00	\$850.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
30.0	Normal Line / Spot	10/24/12-10/26/12	5	:30	5:30A-6A (EST)			1	1	1				3	\$425.00	\$1,275.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
31.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	7A-8A (EST)							2		2	\$325.00	\$650.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
32.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	8A-9A (EST)							2		2	\$625.00	\$1,250.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
33.0	Normal Line / Spot	10/27/12-10/27/12	5	:30	7P-7:30P (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
34.0	Normal Line / Spot	10/27/12-10/27/12	4	:30	11:30P-12A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
35.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	7A-8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
36.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	8A-9A (EST)							1		1	\$800.00	\$800.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
37.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	9A-10A (EST)							1		1	\$600.00	\$600.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
38.0	Normal Line / Spot	10/28/12-10/28/12	5	:30	12P-12:30P (EST)							2		2	\$775.00	\$1,550.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
39.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	6P-6:30P (EST)							1		1	\$1,350.00	\$1,350.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12
40.0	Normal Line / Spot	10/28/12-10/28/12	4	:30	11P-11:35P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	1X MAX/DAV	10/23/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:	Date:	Accepted Station:	Date:	Comments:
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REP HEADLINE# 6390941
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 610-225-1191
CREDIT RISK !!
HARRIS REPORT FROM REP

OCT22/12 21.21
*** WSOC-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET
BEVERLY, MA 01915

REP. # OFF. # 220 SALESMAN #
BUYER NAME STEPHANIE KINCAID
SALES PRSN PH- NICK WELTE

ORDER # CONTRACT # 6390941

PRDCT ROMNEY FOR PRESIDENT EST#350 COMMENTS: (LINE, ORDER, INVOICE)

CLASS: NATL. LOCAL REGIONAL

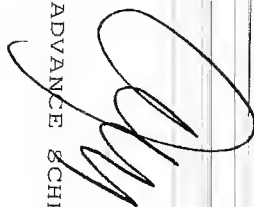
FLIGHT DATES OCT24/12 OCT30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT22/12 21.21

REP: TO JILL
FR JARED
NEW ROMNEY ORDER
TOTAL \$88425
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****



LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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1 600A-630A

30 4

\$1,175.00

10/29

10/30

2

M-TU

2

PROGRAM : NEWS
CON COM1 : 1X MAX/DAY

2 600A-630A

30 4

\$1,175.00

10/24

10/26

3

W-F

3

PROGRAM : NEWS
CON COM1 : 1X MAX/DAY

88-11R
78-11R

3

REP HEADLINE# 6390941
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT22/12 21.21
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			700A-800A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$1,075.00	10/29	10/30	4		M-TU	4
4			700A-800A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$1,075.00	10/24	10/26	6		W-F	6
5			800A-900A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$975.00	10/29	10/30	4		M-TU	4
6			800A-900A PROGRAM : GMA CON COM1 : 2X MAX/DAY	30	4	\$975.00	10/24	10/26	6		W-F	6
7			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/29	10/30	2		M-TU	2
8			900A-1000A PROGRAM : KELLY CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/24	10/26	3		W-F	3
9			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/29	10/30	2		M-TU	2
10			1000A-1100A PROGRAM : DR PHIL CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/24	10/26	3		W-F	3
11			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30	4	\$675.00	10/29	10/30	2		M-TU	2

REP HEADLINE# 6390941
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT22/12 21.21
*** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			1100A-1200N PROGRAM : THE VIEW CON COM1 : 1X MAX/DAY	30	4	\$675.00	10/24	10/26	3		W-F	3
13			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/29	10/30	2		M-TU	2
14			1200N-100P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/24	10/26	3		W-F	3
15			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/29	10/30	2		M-TU	2
16			100P-200P PROGRAM : THE CHEW CON COM1 : 1X MAX/DAY	30	5	\$375.00	10/24	10/26	3		W-F	3
17			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	4	\$1,200.00	10/29	10/30	2		M-TU	2
18			500P-530P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	4	\$1,200.00	10/24	10/26	3		W-F	3
19			530P-600P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	4	\$1,300.00	10/29	10/30	2		M-TU	2
20			530P-600P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	4	\$1,300.00	10/24	10/25	2		W-TH	2

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
21			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,500.00	10/29	10/30	2		M-TU	2
22			600P-630P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,500.00	10/24	10/26	3		W-F	3
23			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$1,600.00	10/29	10/30	2		M-TU	2
24			700P-730P PROGRAM : INSIDE EDITION CON COM1 : 1X MAX/DAY	30		\$1,600.00	10/24	10/26	3		W-F	3
25			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30		\$1,600.00	10/29	10/30	2		M-TU	2
26			730P-800P PROGRAM : ET CON COM1 : 1X MAX/DAY	30		\$1,600.00	10/24	10/26	3		W-F	3
27			1100P-1135P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,200.00	10/29	10/30	2		M-TU	2
28			1100P-1135P PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$1,200.00	10/24	10/26	3		W-F	3
29			530A-600A PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30		\$425.00	10/29	10/30	2		M-TU	2

Handwritten marks: 1, 4, 3, 5, 4, 3, 5, 4, 5

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
30			530A-600A PROGRAM : NEWS CON COM1 : 1X MAX/DAY	30	5	\$425.00	10/24	10/26	3		W-F	3
31			700A-800A PROGRAM : NEWS	30	5	\$325.00	10/27	10/27	2		SAT	2
32			800A-900A PROGRAM : GMA SAT	30	4	\$625.00	10/27	10/27	2		SAT	2
33			700P-730P PROGRAM : NEWS	30	5	\$450.00	10/27	10/27	1		SAT	1
34			1130P-1200M PROGRAM : NEWS	30	4	\$1,100.00	10/27	10/27	1		SAT	1
35			700A-800A PROGRAM : NEWS	30	5	\$300.00	10/28	10/28	1		SUN	1
36			800A-900A PROGRAM : GMA SUN	30	3	\$800.00	10/28	10/28	1		SUN	1
37			900A-1000A PROGRAM : THIS WEEK	30	5	\$600.00	10/28	10/28	1		SUN	1
38			1200N-1230P PROGRAM : NEWS	30	5	\$275.00	10/28	10/28	2		SUN	2
39			600P-630P PROGRAM : NEWS	30	4	\$1,350.00	10/28	10/28	1		SUN	1
40			11P-1135P PROGRAM : NEWS	30	4	\$1,300.00	10/28	10/28	1		SUN	1

REP HEADLINE# 6390941
 *** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT22/12 21.21
 *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12			55875.00	NOV/12		32550.00						
CONTRACT TOTAL 88425.00												
TOTAL SPOTS 97												

MARKET TOTALS \$221,062 WSOC 40% WBTW 26% WCNC 23% WCCB 9% WJZY 2% WMYT 0% WAXN 0%
 SVC- NSI
 DEMOS- RA35+*